

Maparound

Usability Test Analysis

Prepared by
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Types of Searchers

- I observed two types of searchers
 - Browsers
 - The browsers entered an initial search term and then explored with additional search terms
 - Participant 2 spent a lot more time searching, especially for the “whiskey” search, than Participant 1 did
 - Literalists
 - The literalist had a specific search term in mind and only searched for that term or a directly related term

Initial Impressions

- Participant 1
 - Big catalog of activities in your area, like a Craig's List
 - It's a Meetup type site, you want to connect with other people and get together and participate in an activity
 - She thinks this is different from just doing a Google search

- Participant 2
 - Seems pretty clear
 - Participant noticed that you can do a keyword search and that there is a way to set a “time block”
 - Participant noticed the “preset categories”

- Participant 3
 - The participant said if he just came to the screen he would not be sure what it was for
 - “It’s a little plain of a layout, but I like it because it’s simple, straightforward, looks easy to use”
 - He noticed “A Boston-based search engine for local activities”

- Participant 4
 - Maparound makes her think of maps, not events
 - She like that there are categories; a straight Google search or event searches are more generic; she likes that you can filter it right away


The Good News

- When users find at least one result they feel is what they are looking for they consider the search to be a success
 - Participant 2 was looking for a ukulele group and he found one result
 - The participant felt this was a successful search, even though the other results were not relevant and he did some other searches that did not produce any results
- All participants noticed and used the “time period selector” on the home screen

Low Hanging Fruit

Implement Field Level Clearing

- Issue
 - When participants wanted to change the search term they used the back space key to delete characters one-by-one.
- Recommendation
 - Implement field level clearing to allow the user to clear the entire search term at once.
 - [Demonstration](#)

[Click For Demonstration](#)


Usability Issues


No Results in Maparound

- If there are no initial results for a search term, users may give up; this may give the users a negative impression of Maparound and they may not return in the future
- Participant 1 did not get any results for her first search (disc golf); participant slightly refined search to frisbee golf
- Participant did not get any results for either search term and decided that there were no results in the system

- A Google search for “disc golf” and “frisbee golf” produces results in the Boston area
- If there is a way to extend Maparound results to include Good results it may produce more successful searches

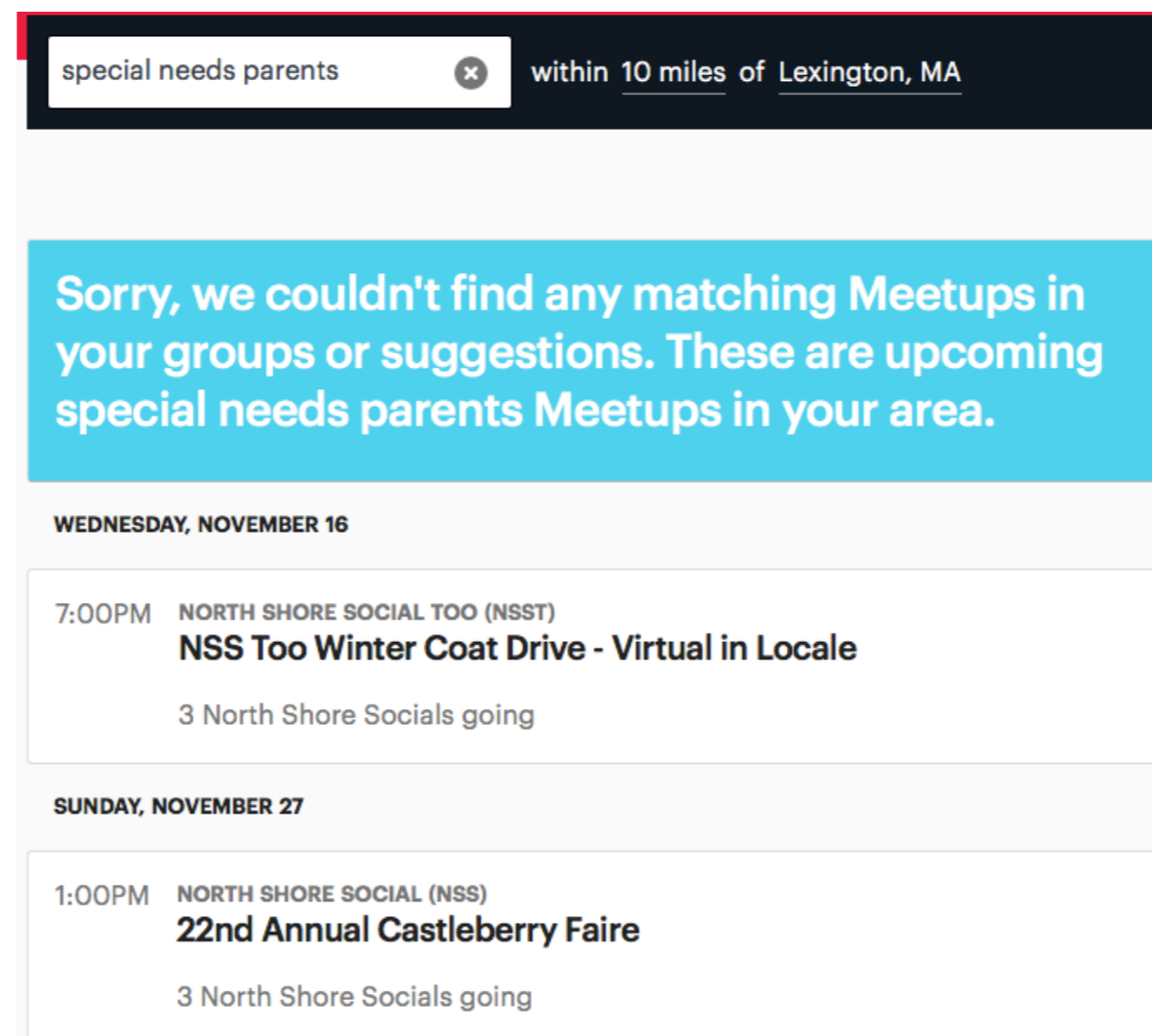
Disc Golf Courses in Massachusetts

B+ 1 review	Middlesex Green · Concord, MA PRIVATE	Est. 2015 6 holes
		

B- 21 reviews	Simonds Park · Burlington, MA	Est. 2009 9 holes
		

- Participant 3 searched for “Pearl Jam” tickets and “Tool” tickets and did not get any results; the participant commented that at that point he would try Google

- If you can, it might be helpful to do what Meetup does for some searches that don't have relevant (or any) results. When I searched Meetup for "special needs parents" within 10 miles of Lexington, MA, the system displayed an appropriate message.



Irrelevant Results in Maparound

- Participant 1 searched for “special needs parents”
- The expected results were groups for parents with special needs children the participant could join
- Issue
 - If there are no relevant results, users may give up; this may give the users a negative impression of Maparound and they may not return in the future
- There were no relevant results and most results were completely irrelevant (China’s Economy, Copenhagen Beer Celebration)

- The participant exposed a little bit more with this search
 - Participant revised the search to “autism parents in MA”
 - This did not produce any results
 - Participant revised the search to “ASD parents in MA”
 - This did not produce any results
- The participant decided to stop; “I might just stop at this point and let it go”

Users May Not Review Results Carefully

- The participant did not look closely at the results for “special needs parents”
 - Participant thought they were articles, but did not realize they were irrelevant
 - Participant just noticed “China” and “Copenhagen”, but not what the actual topics were
- This might also happen with relevant results, which might cause users to miss results that might be of interest
- Possible Recommendation
 - Highlight key words in search results to induce users to take a more careful look at the results



Success May Depend on Domain Knowledge

- When Participant 2 was searching for a ukulele group he used other terms for ukulele - “uke” and “banjolele”
 - “Ukelele” did not produce any results but “uke meeting” produced the results that included the one result the participant was interested in

Fuzzy Matching has to be Improved

- When Participant 2 was searching for “ukulele”, the participant was spelling it as “ukelele”
 - Ukelele did not produce any results, but with the correct spelling there are results
 - “Uke” produced results because that is a correct spelling of “uke” as a synonym for “ukulele”

Found 2 items, displaying 1 through 2


Uke In The Afternoon, #24

Categories: Music & Performing Arts

Wed, Nov 2, 04:30pm

Question: There are any number of ukulele MeetUps for those who want to meet in the evening or on the weekends. What about those who would like to meet on a...gasp!...weekday afternoon?

Answer: Uke In The Afternoon! * We meet from 12:30 to 2:30 pm on the 1-st and 3-rd Wednesdays of the month. (Free plug:



- Participant 2's search for "whisky" produced one result; when the participant changed the search to "whiskey" there were many relevant results
- The participant mentioned before the first search that there were two acceptable spellings for "whisky"

Found 1 items, displaying 1 through 1

  **Taking the Bite Out of Whiskey Dinner Class | Boston Wine School at The Middle Gray**

Categories: Food & Drinks



Sat, Sep 24, 05:00pm

Teacher: Johnny Swinehart, Spirits Educator The word "whiskey" comes from old G...[more](#)



Tue, Sep 27, 06:00pm



Join Women Who Whiskey and Boston magazine at Tapestry for an exclusive whiskey ...[more](#)

  **[Boston Wine School @ Middle Gray | Whiskey Fundamentals \(Dinner Class\)](#)**

Categories: Food & Drinks, Community & Spirituality

Sat, Sep 24, 04:00pm



The word "whiskey" comes from old Gaelic and means the "water of life". It's no ...[more](#)



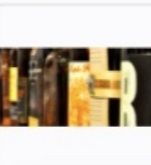
  **Taking The Bite Out Of Whiskey (Dinner Class) | Boston Wine School @ Middle Gray**

Categories: Food & Drinks

Sat, Sep 24, 04:00pm

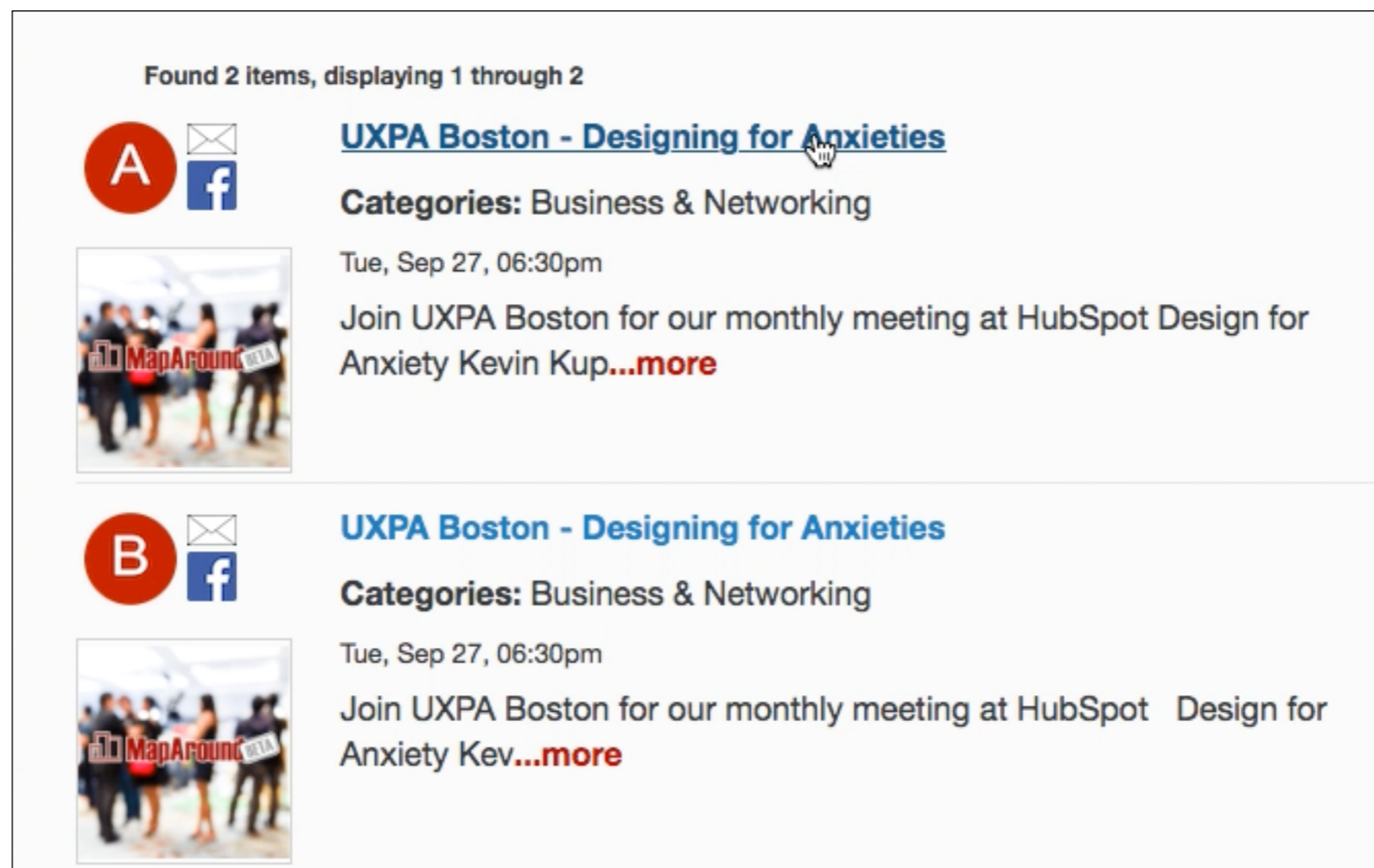
Teacher: Jonathon Alsop, Founder & Exec. Dir. The word "whiskey" comes from old...[more](#)

  **[Taking the Bite Out of Whiskey Dinner Class | Boston Wine](#)**

- When Participant 2 modified “whisky” with additional words, for example, “whisky club” there were not any results
- When Participant 3 searched for “UXPA 2016 meeting schedule” he did not get any results; a search for just “UXPA” produced results that included local meetings

- When Participant 3 searched for “UXPA” Maparound displayed duplicate results
- Recommendation
 - Maparound should detect duplicate and slightly different results and only display the result once



The Map May Not Be Noticeable

- When Participant 2 was most of the way through the search for “whiskey” the participant mentioned that he he had just noticed the map on the right for the first time

Maparound Results May Not Be Reliable

- When Participant 3 searched for “UXPA” Maparound displayed two completely different locations for the event on the map

The image shows a screenshot of a search interface on the left and a map on the right. The search results on the left show two identical entries for "UXPA Boston - Designing for Anxieties" on Tuesday, September 27, at 06:30pm. Each entry includes a red circular icon with a white letter (A or B), a Facebook icon, a category of "Business & Networking", and a description: "Join UXPA Boston for our monthly meeting at HubSpot Design for Anxiety Kevin Kup...more". The map on the right shows a portion of Boston, including Cambridge, Allston, Fenway/Kenmore, and Brookline. Two red location pins are placed on the map: pin A is located near Harvard Square in Cambridge, and pin B is located in East Cambridge near the Massachusetts Institute of Technology. The map also shows major roads like Soldiers Field Rd, Memorial Dr, and various local streets.

“A Boston-based search engine...” may confuse users

- When Maparound goes into general release, “a boston-based search engine for local activities” may confuse users; users may think the activities are limited to the Boston area
- When Participant 3 entered his first search he commented that “this is apparently a Boston focused web site”
- Participant 4 also noticed “Boston-based search”
- Recommendation
 - Remove “boston-based”

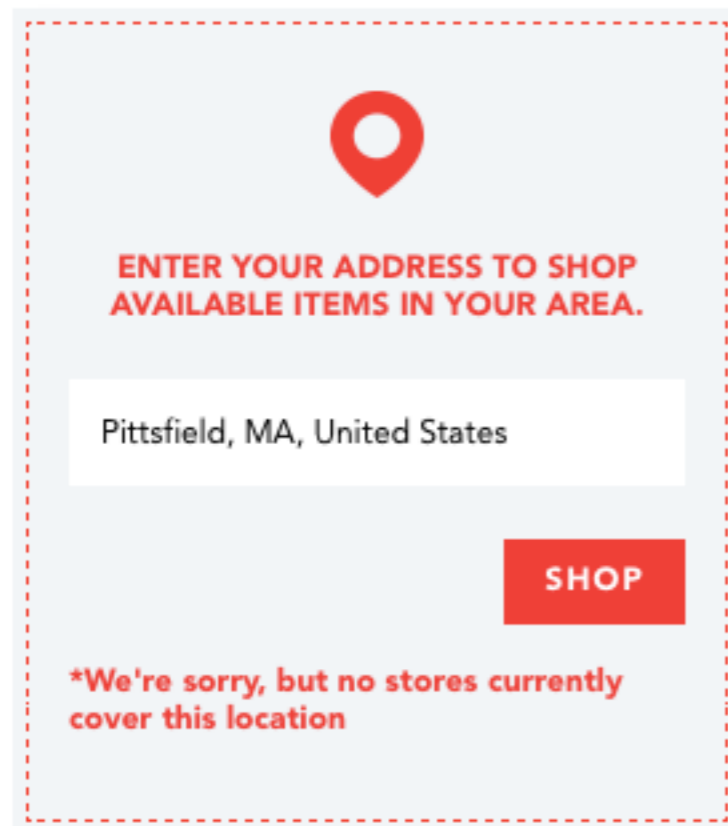
Search Categories on Home Page May Not Be Useful

- Participants noticed the search categories on the home page (the icons), but all of the participants performed keyword searches; the categories were not used
- Participant 4 used the categories in the dropdown after she conducted her initial keyword search
- Participant 4 commented that she was “more compelled” to do a keyword search than to use the categories

No Visible Confirmation of Search Location

- One participant, Participant 4, commented that she assumed the search was based on her current location
- It is unclear whether Maparound is displaying all matching results in the system or if it is displaying results within a certain radius of the person's location
- Recommendation
 - Provide a visible indication of what Maparound shows as the user's current location and a way to change the current location if it is incorrect
 - Provide "search within radius" functionality so the user can specify a specific search radius around the current location

- If you follow the recommendation to add a visible indication of where Maparound thinks it is searching with a way to change this if it is wrong, include a message that Maparound displays if the the location is not currently included in Maparound
- For example, the site Drizly



In Maparound, the message might be “We’re sorry, but Maparound does not currently cover this location”

Search Categories Not Fully Synced with Search Results

- This finding is from Participant 4's search for "Family friendly festivals" and matches her experience, but I had to recreate the search
- A search for "Family friendly festivals" in All Categories produces the result on the right
- The description includes references to "family-friendly", "annual winter festival", "talents of local artists, and "musicians and performers"
- All of these terms match categories in the drop down

First Light Brookline

Categories: Family & Kids

Thu, Dec 1, 10:00pm

First Light started eighteen years ago in Washington Square when several businesses came together to spread some holiday cheer by hanging snowflakes in their storefront windows. These glowing flakes illuminated the square, signaling the start of the holiday season. Over the years, First Light has grown into the Town's annual winter festival, showcasing the talents of local artists, musicians and performers at businesses and other venues throughout town. In addition to hosting a variety of family-friendly performances and exhibits, many businesses also offer free giveaways, food samples, raffle prizes, hot cider and more. Festival-goers come out for an evening of free entertainment and to get a head start on their holiday shopping at one of Brookline's many shops. To help you find the perfect gift, this year we are putting together a holiday shopping guide full of gift ideas for all ages. Keep an eye out for this sometime in November.

<http://www.firstlightbrookline.com/about-first-light-brookline/> **less**

Location: Coolidge Corner, Beacon Street, Brookline, MA

- When the search category is “Family & Kids” Maparound displays the same result

The screenshot shows a search interface with a search bar containing the text "family friendly festivals" and a red search icon. Below the search bar are two filter dropdowns: "Within next month" and "Family & Kids". The search results section shows "1 through 1" results. The first result is "First Light Brookline" with the category "Family & Kids" and the date and time "Thu, Dec 1, 10:00pm".

family friendly festivals

Within next month

Family & Kids

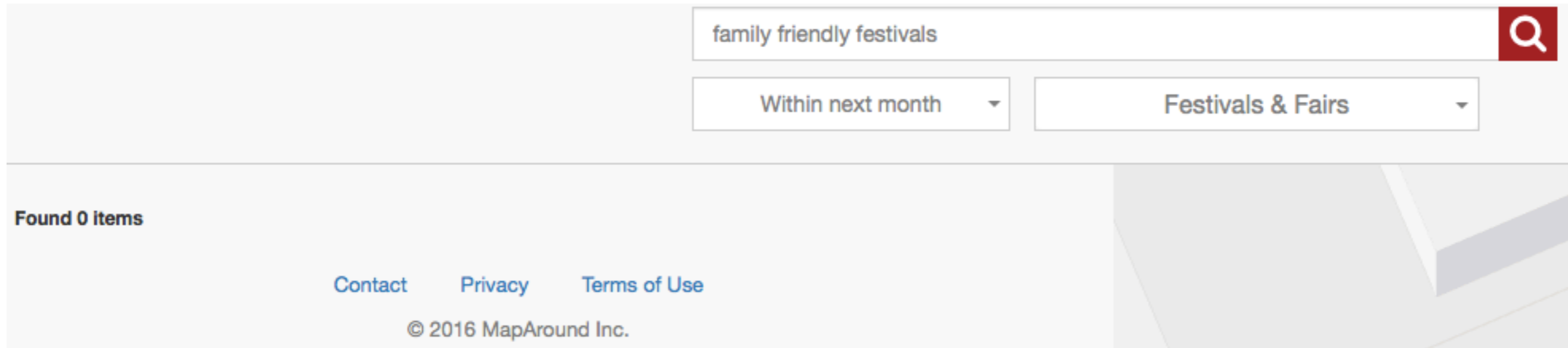
1 through 1

First Light Brookline

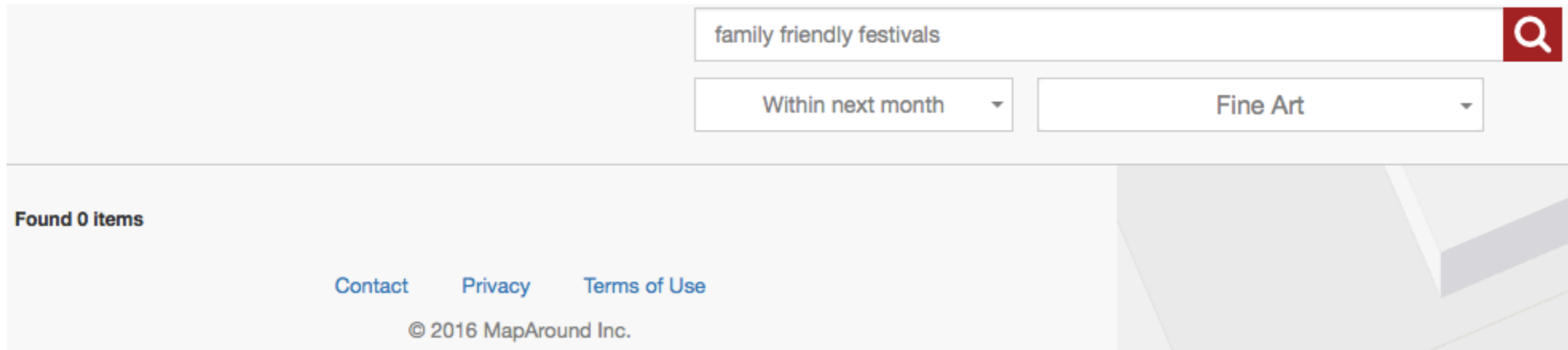
Categories: Family & Kids

Thu, Dec 1, 10:00pm

- When the search category is “Festivals & Fairs” there are no results



- When the search category is “Fine Art” there are no results



- When the search category is “Music & Performing Arts” there are no results

The screenshot shows a search interface with a search bar containing the text "family friendly festivals" and a red search icon. Below the search bar are two filter dropdowns: "Within next month" and "Music & Performing Arts". The search results section displays "Found 0 items". At the bottom of the page, there are links for "Contact", "Privacy", and "Terms of Use", and a copyright notice: "© 2016 MapAround Inc."

Custom Date Finder Only Allows 30 Days From Current Date

- Participant 4 noticed that the custom date range does not allow an end date more than 30 days from the current date
 - I found the same limitation when I was searching
- Recommendation
 - Increase the custom date range to more than 30 days, no limit if possible
 - The custom date range should be able to span one or more years

Participant Searches

- Participant 1
 - Disk Golf — within the next week
 - Special Needs Parents — within the next month
- Participant 2
 - Ukelele
 - Whisky
- Participant 3
 - Pearl jam concert dates 2016
 - UXPA 2016 meeting schedule
- Participant 4
 - Family friendly festivals
 - Comedy show

Pre Session Questions

Do you ever search online for events, activities, or meetings that you are interested in?

P1 Yes

P2 Yes

P3 Yes

P4 Yes

Please briefly discuss how you search online for events, activities, or meetings you are interested in

P1 Google

P2 Almost always Google as a starting point

P3 Usually with a Google search

P4 Google

Imagine that you want to use Google to search for an online service that will help you find events, activities, or meetings.

P1	<search term> in lexington ma	<search term> in ma	
P2	meet-up	groups	gathering
P3	events	site	
P4	How to search for an event	Services to help find an event	

System Usability Scale (SUS)

- The System Usability Scale (SUS) is a simple, ten-question scale that provides a global view of subjective assessments of usability
- SUS responses are recorded on a five point rating scale, where one is Strongly Disagree and five is Strongly Agree
- The SUS score is an aggregate score of all of the responses for a participant and for the entire study
- Based on prior research, a SUS score of 68 is considered to be average and translates to a grade of “C”

SUS Questions

- Q1 I think that I would like to use this system frequently
- Q2 I found the system unnecessarily complex
- Q3 I thought the system was easy to use
- Q4 I think that I would need the support of a technical person to be able to use this system.
- Q5 I found the various functions in this system were well integrated
- Q6 I thought there was too much inconsistency in this system
- Q7 I would imagine that most people would learn to use this system very quickly
- Q8 I found the system very cumbersome to use.
- Q9 I felt very confident using the system
- Q10 I needed to learn a lot of things before I could get going with this system

SUS Summary

Participant	SUS Score	Grade
P1	80.00	B
P2	87.50	B
P3	87.50	B
P4	60.00	D
Average	78.75	B

- The average SUS score of 78.75 (grade of B) is good, but there is room for improvement
- Although the sample size is small, there appears to be a correlation between the participants' success rate at finding events and activities they are looking for and their SUS scores
- The participants with the lowest SUS scores — Participant 1 (80) and Participant 4 (60) — believed that they were not successful at finding events or activities they were looking for

- Participant 4 commented that she gave a low score for question 3 because the system was “not necessarily easy to use because the search results weren’t what I expected”
- Participant 4 commented that she gave a low score for question 7; “I’m going to slightly disagree just because I feel that I didn’t use it very correctly, I think you have to modify your searches a little bit”

Post Session Questions

Your feedback is important to us. Please provide your comments and suggestions for the Maparound design team.

P1 Seems easy to use but did not find anything I was looking for.

P2 Based on this brief interaction, I'm not sure what it is - is it an organization of meetings (like MeetUp), or is it a specialized search function (and if so, how is it better or different from a general search engine)?

The name Maparound doesn't necessarily evoke the function or help me remember the function, but maybe people would get used to this quickly.

P3 Overall good, clean design but not sure the site offers more value than Google.

P4 More specific links would be helpful rather than linking to other event sites - seemed a little too generic.

I feel there should be a better way to make use of those categories up front — choose a category to narrow down the first search and then open it up — wasn't compelled to choose a category first.

Were you able to find any events or activities you were interested in?

P1 No

P2 Yes

P3 Yes

P4 Yes

Based on your experience today, would you use this site again?

P1 Yes

P2 Yes

P3 Yes

P4 Yes

Please briefly explain why you would or would not use this site again.

- P1 If it was free, yes. Easy to use. Could not find any activities that I was interested in based on search terms.
- P2 If it is specifically for finding meetings and events, and if it somehow filters out “other”, then I would use it in preference to a general search engine like Google. The key is, how does it work, I could see myself getting better at using Google. He commented that, if he were at work and looking for someplace new to try he might use this.
- P3 Focused way to find events and locations without a lot of extraneous info and advertising.
- P4 Would use it but if I didn't quickly find what I wanted, some searches make more sense to just use Google.

Based on your experience today, would you recommend this site to a friend?

P1 No

P2 Yes

P3 Yes

P4 No

Please briefly explain why you would or would not recommend this site to a friend.

P1 I could not find activities I was interested in based on search terms entered.

P2 Nothing new to add.

P3 Nothing new to add.

P4 Maybe, if they needed something this specific. Events can be easily searched with a regular search engine — this didn't compile events.

Participant Information

Participant	Gender	Age	Computer Used for Session
P1	Female	45	Laptop
P2	Male	49	Laptop
P3	Male	46	Laptop
P4	Female	43	Laptop

E-mail Followup

- Do you have time for another face-to-face to go over what I'm saying below? If "yes" to the to face-to-face, no need to respond back with questions.
- I think the solution to the Boston centric problem is easier than you are thinking.
 - People were assuming that "the search engine for current events in Boston" meant only the city itself. You can broaden the wording — "the search engine for current events in the greater Boston area", or "eastern Massachusetts", or whatever is appropriate for the area Maparound currently covers. As an alternative, you could remove that line altogether, since (I think) you are currently only marketing Maparound in the area that it covers.
 - The same recommendation for "find current events in Boston" you have above the search box.
 - Also, refer to slide 19 (new).
- I know all of the users so I can ask them if they have used the site again. Do you just want to know if they spontaneously used the site again? If we run more participants and with the current four participants, it might be useful to run a post session diary study, where we ask them to try using Maparound over the next 30 days when they want to do this type of search before they try Google or Meetup or whatever their ordinary strategy would be. They would report back the search they did and whether they were successful or not.
- Missing features will only come out in a usability test if someone happens to mention something would be useful. I think one of the participants mentioned that she expected to see that her search was centered on her town, because that's where she was conducting the search. Even if we specifically ask about missing features, a usability test is not the best way to find them. A focus group (I can do focus groups) is the best way to find out about missing and suggested features.

- If you follow the recommendation to add a visible indication of where Maparound thinks it is searching with a way to change this if it is wrong, refer to slide 32 and slide 33 (new).
- Regarding additional participants, yes, it would be helpful to run more participants, two or three more for desktop.
 - When I was talking to your former marketing manager about this she stressed your limited budget. That's how we came up with compensation of \$10.00 per participant.
 - The four participants I recruited were friends of mine, they probably would have done it for free, but they took the \$10.00. In the past when recruiting for work I was able to get more than enough participants by posting a request on our neighborhood Google group, but for those sessions, we offered compensation of \$50.00. Do you have the budget to offer \$50 to the participants? This would potentially be \$50x3 for additional usability test participants plus \$50x7 participants for one focus group session.
- Optimizing for desktop first is a good way to prioritize, but don't assume that usability issues for mobile will be the same as usability issues for desktop.